



How To Use  
**PINTEREST  
FOR BUSINESS**

Pinterest can be a perfect way to drive traffic & leads to your website.

By Flora Caputo (VP, ECD) & HubSpot

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Publication  
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# Written In Partnership With Jacobs Agency & HubSpot



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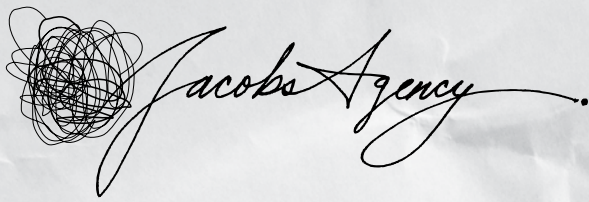
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**Chapter 1**  
What Pinterest Is & Why It Matters

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# Pinterest Popularity Continues To Soar

Pinterest continues to be the social media darling for great SEO, web traffic, engagement and revenue. According to Compete, unique visitors to Pinterest.com increased by 155% in just one month, from December 2011 to January 2012. By the end of 2013, it had over 70 million users,<sup>1</sup> and continues to grow daily.

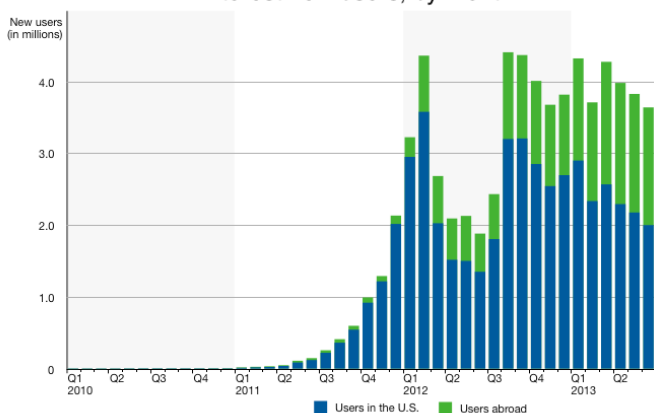
In December 2011, Pinterest made Hitwise's list of the top ten social networks, sitting at #5 and beating out big names like LinkedIn and Google + . But even with all this steady growth, Pinterest seems to still be overlooked as a big player in social by the media, research companies and marketers. Even a recent social media data report by Simplereach in October of 2013 only covered Facebook and Twitter. They lumped all other channels in one last bucket, and it was unclear if Pinterest was part of that last bucket or not. The good news is, if it is such a "best kept secret," then there is a big opportunity for marketers to get in now and still make a big impact.

And recent numbers prove that the power of Pinterest is still untapped. Unmetric, a social media benchmarking company, released a "Pindustry report" in spring of 2013.

Unmetric sourced its database of over 1,500 branded Pinterest pages, gathering all time data up until March 14, 2013 to determine which brand boards are pinning, repinning and earning the most followers and likes of all. The report found that only 58% of the top 100 brands maintain an active presence on the site. Of the 1,500 plus brands monitored by Unmetric, only 150 have posted at least one pin per week since the beginning of 2013, showing that for over 90% of brands, Pinterest still isn't a focus.

Read more at <http://www.benzinga.com/pressreleases/13/05/w3572206/better-homes-and-gardens-and-i-i-bean-pin-it-to-win-it-according-to-unm#ixzz2sfPjxDd>

Pinterest new users, by month<sup>2</sup>



“...for over 90% of brands, Pinterest still isn't a focus.”

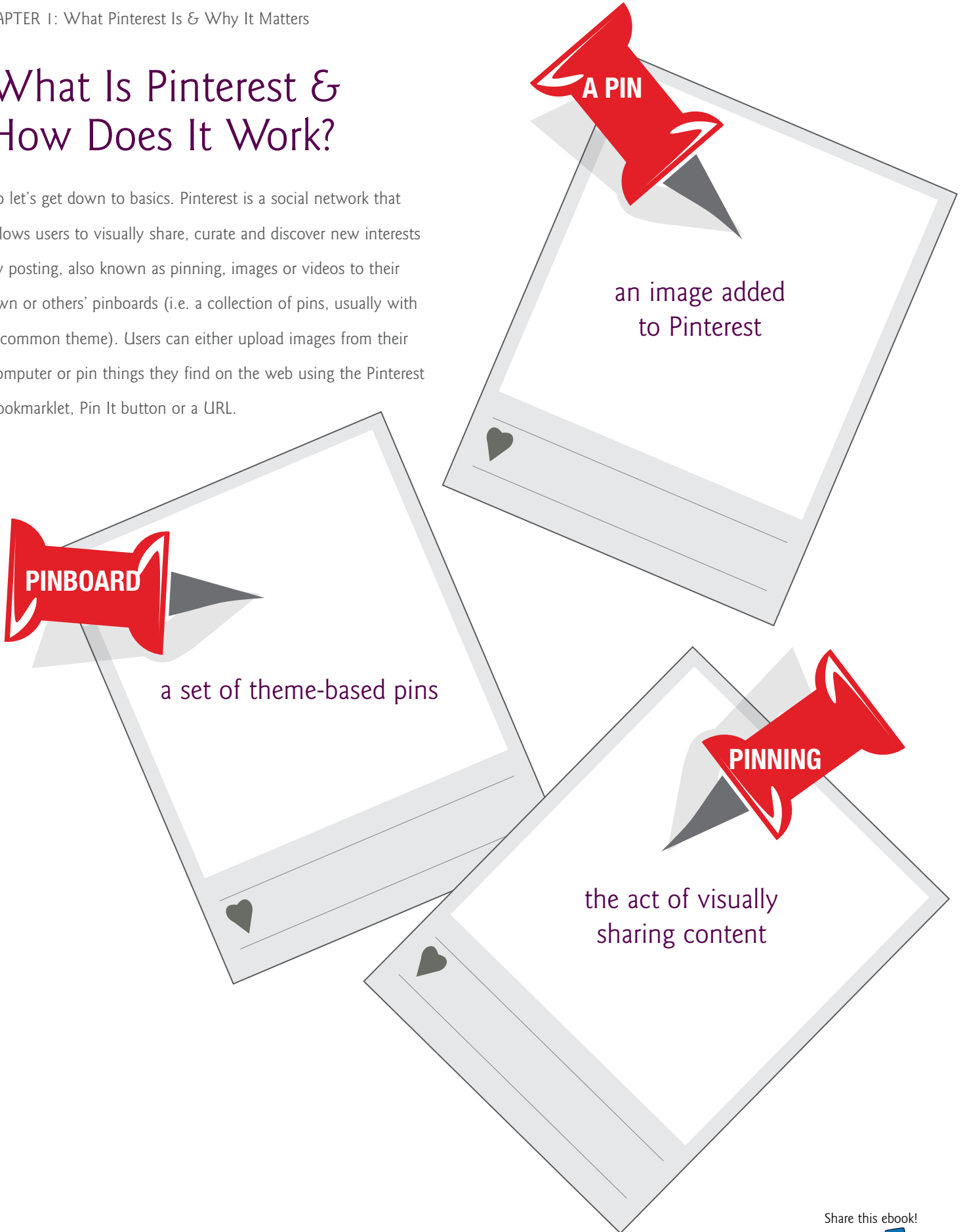
<sup>1</sup> & <sup>2</sup>: SemioCast Study: Pinterest has 70 million users. More than 70% are in the U.S., [http://semioCast.com/en/publications/2013\\_07\\_10\\_Pinterest\\_has\\_70\\_million\\_users](http://semioCast.com/en/publications/2013_07_10_Pinterest_has_70_million_users)

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# What Is Pinterest & How Does It Work?

So let's get down to basics. Pinterest is a social network that allows users to visually share, curate and discover new interests by posting, also known as pinning, images or videos to their own or others' pinboards (i.e. a collection of pins, usually with a common theme). Users can either upload images from their computer or pin things they find on the web using the Pinterest bookmarklet, Pin It button or a URL.



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One can browse through the items other users have pinned and they may like, repin or comment on them. As with most other social networks, members are encouraged to interact with the content by reposting it, sharing pins on Facebook and Twitter or via email, and even embedding individual pins on their website or blog.

Using a visual emphasis, the social network is very much focused on the concept of a person's lifestyle, enabling users to share their interests and preferences with others and discover those of like-minded people. As Pinterest puts it, this is a social network meant to "connect everyone in the world through the 'things' they find interesting."

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# Why Does Pinterest Matter In An Already Crowded Social Space?

## I: Traffic

Any business that relies on driving a high volume of website traffic to increase sales should consider joining Pinterest. In fact, early research indicates that Pinterest is more effective at driving traffic compared to other social media sites, like Reddit, YouTube, LinkedIn, Google +, MySpace and yes, even Facebook.

In September of 2012, Pinterest drove 3.68% of traffic to publishers' sites. That is still a far cry from the 10+% that Facebook generated, but is more than twice what Twitter and LinkedIn did combined. Not to mention both Facebook and Pinterest have been on the rise when comparing September 2012 versus 2013, whereas both Twitter and LinkedIn have remained relatively flat.<sup>3</sup>

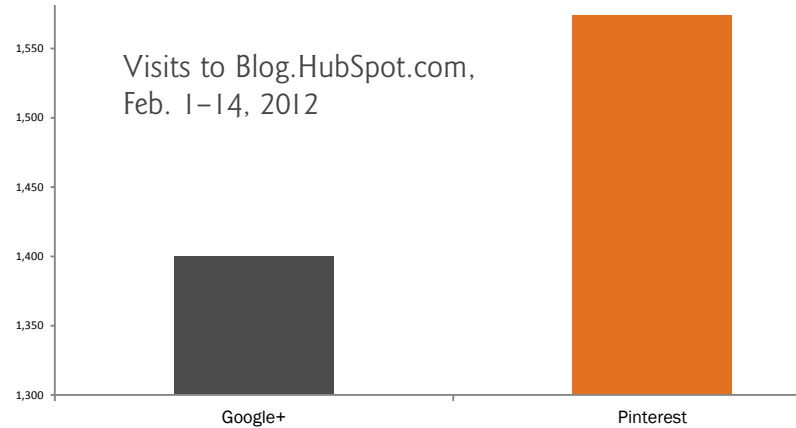
Here are some other examples of Pinterest's traffic driving power:

In October, the website of Time Inc.'s Real Simple magazine got more traffic from Pinterest than Facebook. (adage.com)

Eyeglass retailer Warby Parker reports that just after months of being on Pinterest, 11% of their social traffic was already coming from Pinterest compared to 18% from Twitter. (twitter.com/caro)

After blogger Kate Bryan started pinning her work, she has had more than 10 million page views and has attracted 16,000 blog subscribers. "My top 10 traffic referring URLs are all Pinterest," says Kate. (businessesgrow.com)

In February 2012 Pinterest had been driving more referrals to HubSpot's blog than Google +. This insight proves that Pinterest presents a serious challenge to other social media channels and offers a competitive advantage to businesses that have started leveraging its potential.



Using their marketing analytics, Hubspot is able to compare the two sources and how they impact business goals.

<sup>3</sup>: Not so Fast, Twitter. Pinterest is Driving More Traffic for Publishers, <http://www.prmewsonline.com/water-cooler/2013/10/17/not-so-fast-twitter-pinterest-is-driving-more-traffic-for-publishers/>

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## 2: Links

If companies are using the Pin It button on their website pages, every single image pinned, either by the company or other visitors will include a link back to the source. That is why HubSpot's blog has accumulated more than 640 links from Pinterest in just the first two weeks. However, these are no-follow links and cannot be used to directly impact your SEO strategy. Yet, they still provide marketing value because they allow pinners to encounter your content and visit your pages in just one click.

Inbound Links		Competitors	
DOMAIN	FRESHNESS	TOTAL LINKS	
hubspot.com	2 weeks ago	715	
pinterest.com	2 weeks ago	646	

This is a screenshot of HubSpot's Link Grader tool, which is part of their all-in-one marketing software.

## 3: Leads

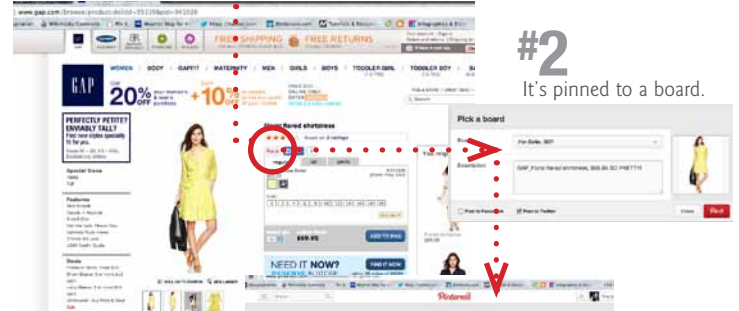
In the early days of Pinterest, HubSpot had generated a few leads from the new social network that looked promising. There is no doubt that you can draw a strong parallel between stronger traffic and generating leads. A recent stat from Compete in 2012 showed that 25% of all Pinterest users have purchased a product or service after discovering it on Pinterest, with 37% of males saying they've done so. This stat is quite surprising considering that Pinterest is known for its female-dominant user base.

### Totals for Feb 1, 2012 - Feb 15, 2012

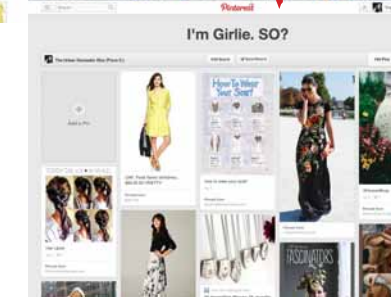
REFERRER	VISITS	VISIT TO LEAD	LEADS
pinterest.com	78	6.4%	5

This is a screenshot of HubSpot's Sources tool, which is part of their all-in-one marketing software.

#1 Pin It button on website becomes the source for a pin.



#2 It's pinned to a board.



#3 Now that pin is visible to that pinner's followers and can be repinned by other pinners, being visible to those followers, and on and on. The image tracks back to its source—the brand's website.

“Generating leads is all about generating interest in your Pinterest page and, with other channels, creating an engaging path of cookie crumbles that leads prospects back to your product.”

– Jesse Noyes, Managing Editor at Eloqua

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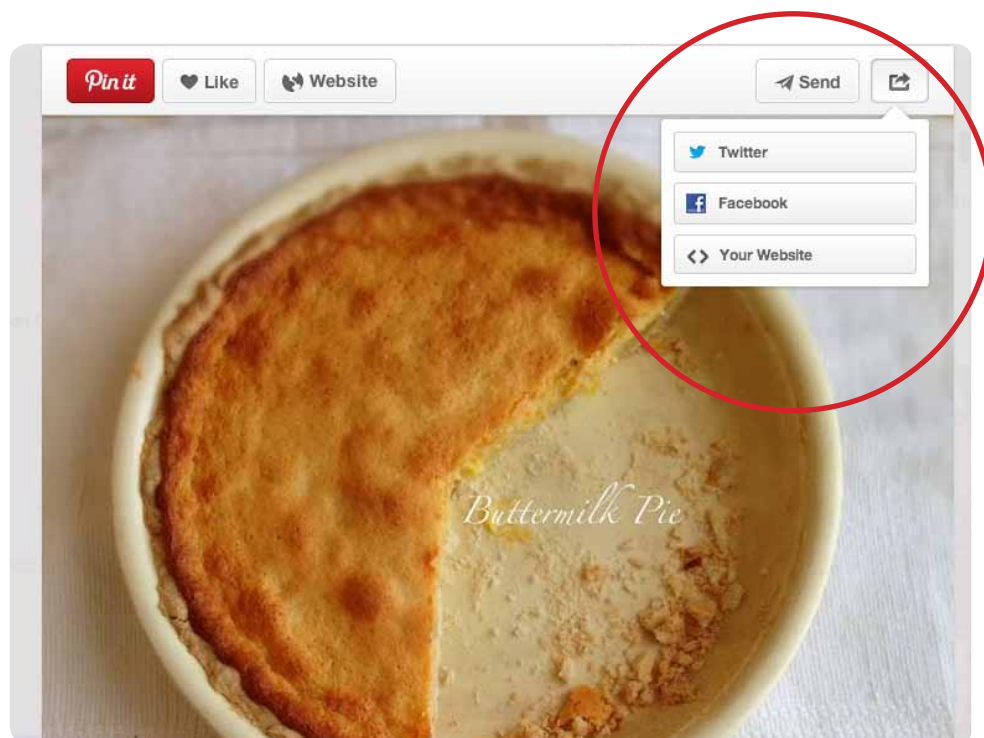


#### 4: Social Sharing

Pinterest enables users to log in using their Twitter or Facebook profiles, connectivity that is critical for social media success.

These sites can't get away with being a silo, and Pinterest has recognized that out of the gate.

The site also connects with Facebook and Twitter, enabling users to automatically post new pins to their Facebook feed and on Twitter for others to see. This means more eyes from other channels get access to your brand's pictures. This feature is great to boost social sharing and get your evangelists to spread the word about your brand. However, at this time, brands still cannot connect Pinterest to their Facebook business page, but things move so fast in the social world, I am sure it's just a matter of time.



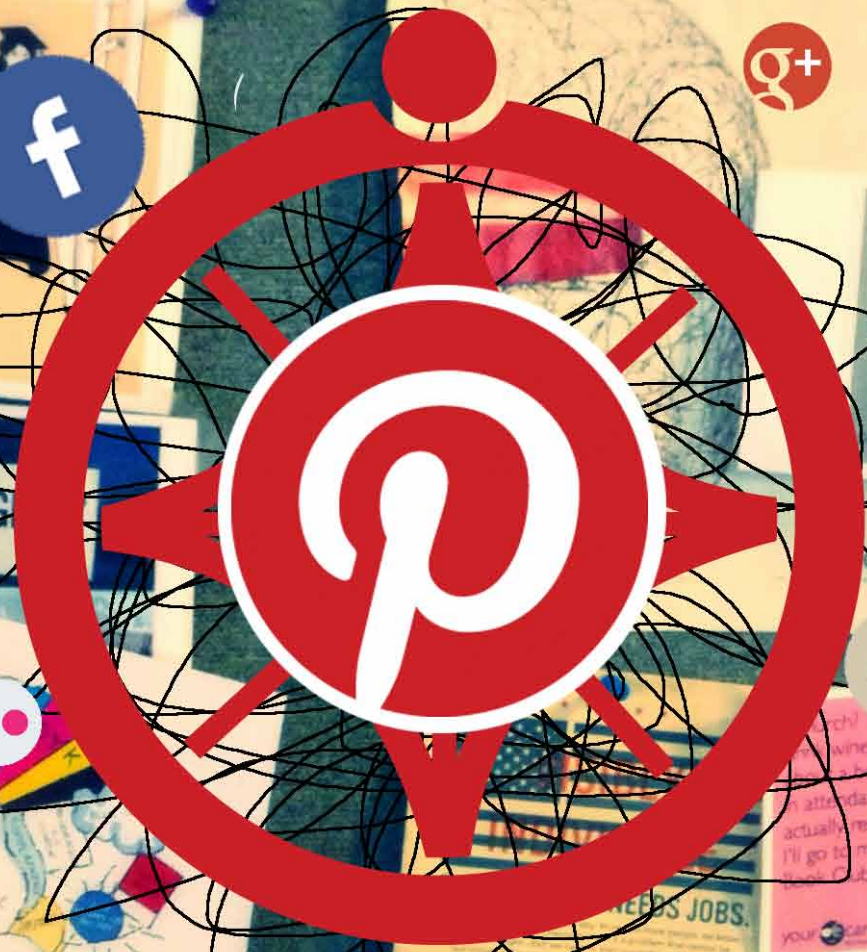
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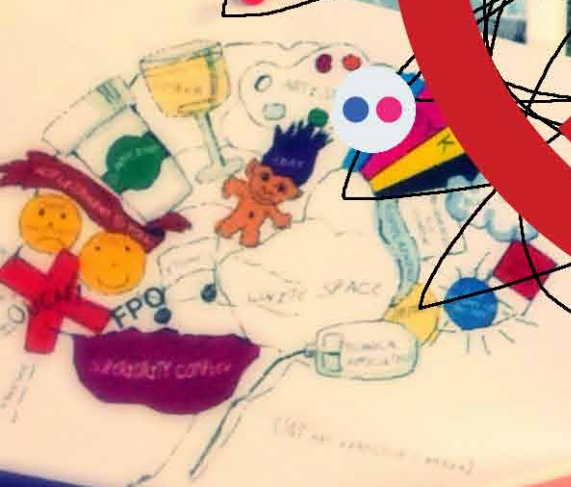


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...club."



I POURED  
REDBULL IN MY  
COFFEE THIS  
MORNING  
I CAN SEE

Pringle Bells,  
Pringle Bells!

Sarcasm  
I put that shit on  
everything

# How Does Pinterest Make Money?

What's particularly fascinating about Pinterest is that while in beta, it was already making money. That's especially surprising for a social networking site. What's even more interesting is that the way it was monetizing was not based on advertising or subscriptions. Pinterest originally partnered with a firm called SkimLinks, which automatically scanned through any pinned content on Pinterest that went to a retail site with an affiliate program. If it found that kind of link, it secretly added an affiliate code that ensured Pinterest would make some cash from sales that were derived from that link.

This might not be bad practice, but the fact that Pinterest didn't disclose this information outright, definitely was. In 2012, Pinterest users discovered on their own that the service had been manipulating their pins to make money through its partnership with SkimLinks, and quite an uproar ensued.

Pinterest prides itself on transparency with strict rules and guidelines to protect the engagement of the community. Their lack of transparency in how they were generating revenue went against their own culture and beliefs.

In the heat of criticism, Pinterest walked away from SkimLinks in 2012. They are on a very slow and careful plan to utilize sponsored and promoted content. They are also sitting on some healthy funding, which gives them time to do monetization "right." As Jon Jenkins, Pinterest's head of engineering, pointed out to Readwrite.com, "We're extremely fortunate to be well funded right now," he said. "It gives us time to do this correctly. We don't feel the pressure to monetize unnaturally."

Promoted pins are a natural place to move into, as the social platform itself is a hotbed of purchasing. According to a recent study by VisionCritical, almost a third of Pinterest users buy things after pinning them. But many people are concerned that the simplicity and beauty of Pinterest, the qualities that drew users there to begin with, will dwindle as pins become promotional. CEO Ben Silberman promises that won't be the case. "I know some of you may be thinking, 'Oh great... here come the banner ads.' But we're determined to not let that happen," said Pinterest's founder on his company's blog. Promoted pins will purportedly be "tasteful," seamlessly integrating with the Pinterest experience. He also promises that paid pins will be clearly marked so users will "know if someone paid for what you see, or where you see it." Plus, users won't see pins pop up for random products. Promoted pins will be "relevant," says Silberman, "[and] about stuff you're actually interested in." Clearly, Silberman is tuned into pinners' reservations.<sup>4</sup>

This new revenue stream will not only bode well for Pinterest, but for brands as well. The opportunity to sponsor pins will be a perfect place to get products and brands in front of the right eyeballs.

<sup>4</sup>: Pinterest Embraces Sponsored Content with Promoted Pins, <http://bostinno.streetwise.co/channels/pinterest-embraces-sponsored-content-with-promoted-pins/>

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# Can Brands Make Money On Pinterest?

Pinterest is definitely the social media channel to watch when it comes to purchasing. When you take a closer look at the data from some studies, the numbers are pretty staggering. In general, **Pinterest buyers spend more and make more purchases than any of the other social sites.** Pinterest produces 4x the revenue per click as Twitter.<sup>5</sup> This comes from the fact that pinners spend more time milling around “window shopping” and seem to be in a “buying mindset.” In fact, 70% of pinners get inspiration and information on what to buy from boards they follow and the pinning stream. And when inspiration strikes, so does the pocketbook.

The average orders are consistently higher as well. Shopify reported that the average order value from Facebook to Pinterest was double, meaning the average order referred by Facebook was \$40, while the Pinterest referral was an average of \$80.

Knowing that most brands are still not even on Pinterest yet, there is a large opportunity for brands to still get in on the ground floor and build out their followers, cultivate their community and be able to generate a lot of leads and traffic before the secret is out!

## Still skeptical? Check out these numbers:

**Pinterest pinners spent 60% more than Facebook users.**

**Pinterest traffic converted to a sale 22% more than Facebook.**

**Facebook traffic bounced 90% of the time, compared to 75% from Pinterest.**

**Facebook users viewed an average of 1.6 pages, Pinterest users viewed an average of 2.9 pages, an 81% difference.**

Source: Social Networking For Marketers: How Pinterest Crushes Facebook [Infographic], <http://readwrite.com/2013/04/17/social-networking-for-marketers-pinterest-crushes-facebook-infographic#awesm=~oDANljnnVTH6B>

<sup>5</sup>: Advertising On Pinterest – A How-To Guide [Infographic], <http://www.prestigemarketing.ca/blog/advertising-on-pinterest-a-how-to-guide-infographic/>

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## Chapter 2

How To Create A Pinterest Account & Get Followers

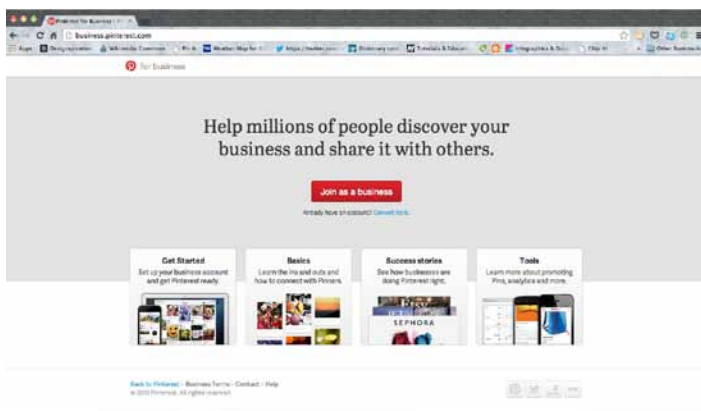
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# The Basics Of Getting Started On Pinterest

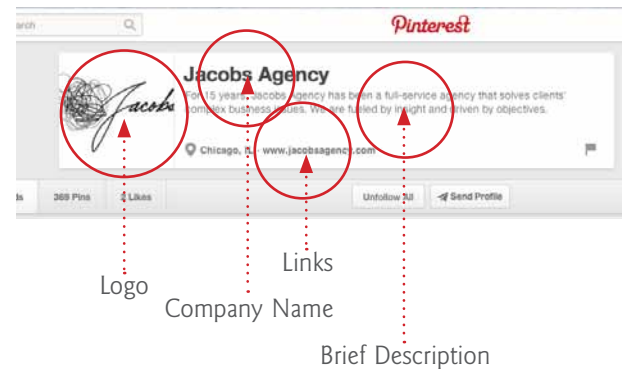
Pinterest used to be an invite only community. New members had to be invited by existing members. But it has since opened up to everyone. This is one of the contributing factors for its exponential growth in users.

If a user is creating a personal Pinterest account with a business slant (celebrities, thought leaders or bloggers), users can join directly with a Twitter or Facebook profile, or sign up with an email address. In 2013, Pinterest created “Pinterest for business.” Honestly, the Pinterest business account doesn’t look or behave any differently than any other Pinterest account. So why open a business account? Business accounts have access to better tools, case studies and widgets that help businesses be successful on Pinterest. If you already have a personal Pinterest account and wish to move it into a business account, you can easily convert it when you go to “business.pinterest.com.”

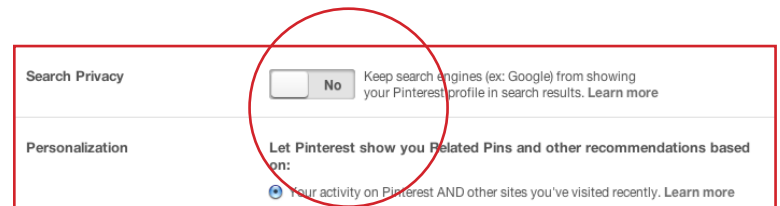


Be sure to register your account with the same email address you use for your business’ Twitter account so you can easily share your new pins through your Twitter account, too. This will enable you to tie your Pinterest account to your business’ Twitter account, not your personal Facebook profile.

Once your account is activated, optimize your Pinterest profile under the settings tab. Choose your company name as your username and complete your profile information, including a company description, logo and a link to your website.



Under the setting tab, be sure you keep “Hide your Pinterest profile from search engines” checked to NO so your profile can get indexed in search.



Now, Pinterest is going to ask you some things about likes and dislikes, so it can recommend boards to follow. Keep your consumer and brand personality in mind as you answer these questions. Follow some of the suggestions given to you if they feel right, just to get you started. Then move on to building out your profile and curating boards. But before diving into the pinning world, let’s go over pinning etiquette. Pinterest, like many social communities, has rules. Some are unspoken, some are clearly written. Either way, it’s good to know what those rules are before you get started. You don’t want to make a bad first impression!

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## Pinterest Etiquette

As with any site that is built around content curation, pinners must be especially cognizant of citing the sources of their individual pins. And while Pinterest makes no direct statement that marketers cannot use the social network for promotional purposes, the site does discourage blatant self-promotion. (See graphic on page 24 for a healthy balance of self promotion and lifestyle.)

**Avoid Self Promotion.** Pinterest is designed to curate and share things you love. If there is a photo or project you're proud of, pin away! However, try not to use Pinterest purely as a tool for self-promotion.

In fact, Pinterest has cracked down over the years on spammers, and red flags go off when too many pins are coming from one site all the time and all at once. If Pinterest smells spamming, you will be blocked until you can clear things up. So the key is to keep your account diverse and rich in content from all over the internet, and be an active part of the sharing community. Coupled with Pinterest's lifestyle vision, this should encourage marketers to find creative ways to promote their brand on the network and truly jibe with its vision and user base. In other words, businesses should use the social network to showcase the lifestyle their brand promotes. If you're a shoe vendor, a pinboard of the shoes you sell won't cut it. A pinboard of a few of your shoes interspersed with images of places those shoes could take

you, however, is the direction you should be thinking. AARP's Pinterest account features a pinboard called "Quotes to Live By," which is a great example of a business using Pinterest to promote the lifestyle of its brand.

The biggest mistake marketers (and celebrities, thought leaders and bloggers) make is they don't curate enough original content. **80% of pins are REPINS.** That means the same content gets cycled through boards over and over again. This poses another opportunity for brands to get noticed—by using original content from the internet and bringing it back into the Pinterest community. Brands should not be afraid to get out in the web jungle, use the magical Pin It button on browser bars and in websites to get original content onto pin boards. The community will love you back ten fold.



Pulled from an infographic by Prestige Marketing. For full infographic, [click here](#).

## How To Build Your Pinterest Following

Just like any social network, building reach via a follower base is key to long-term sustainability for that network as a traffic and lead source. So brands will want to create a few pinboards before they start trying to build a Pinterest following. This way, new followers will have more context, content and motivation

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to follow a brand's pin. (It's the same reason why you would populate a brand new blog with a few posts before you start promoting it.)

However, Pinterest functions a little differently than the typical "follower world" we know in Twitter, Facebook and LinkedIn. For example, on Pinterest there are two 'follower options.' A person can follow a specific board by a Pinterest user or an entire user's account. *Board followers* will only be notified (via their stream) when a new piece of content to that board is pinned. *Account followers* will be notified every time new content is pinned to *any* board in that account. Due to these differences, a Pinterest user's single board might have more followers than their entire account! The challenge for marketers will be to evaluate what is resonating on the individual board level. Then, create a strategy to convert the followers of the popular board to follow the whole account, and interact with the brand or product-centric boards.



Pulled from an infographic by Prestige Marketing. For full infographic, [click here](#).

Another great way to get exposure and gain followers is through contributing to group boards. Group boards are by invitation only. But you can ask the board owner for an invitation through Pinterest. You can also create your own group board and invite people you follow (or email them) to join. Once you are engaging in group boards, you can be a big part of the community by pinning to them, engaging in likes, comments and conversation.

## Create "The Best" Board On A Specific Topic

By taking this approach, you increase the chances of your board attracting followers who are passionate about a specific topic. Create resourceful boards based on a few core keywords that you already use in your SEO strategy. Committing to creating "the best" board on a topic means being ready to promote other users' pins to enhance your collection.

## Promote Through Other Channels

The fastest way to jump start your Pinterest presence is by promoting it through other platforms. Add the Pinterest follow button to your website. Promote your presence on Pinterest through your other social networks, such as Facebook, LinkedIn, Google+ and Twitter. Consider launching a Pinterest contest and write a blog post to promote it.

## Engage With Other Users' Pins

Start following users you think would want to follow you back. Like and comment on their pins. When someone sees you interacting with his or her content, they might check out your account and choose to follow you.

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# Chapter 3

## How To Use Pinterest For Marketing



# Steps On Making Pinterest A Powerful Marketing Tool

Pinterest offers a range of activities you can initiate to market your company to this audience. The goal here is to gain brand recognition, drive traffic to your website and be successful at converting the new visits into leads. Here's a list of ideas for using Pinterest as part of your social media marketing mix.

## 1: Feature Visual Content

Pinterest is a visual social network, so you will need to create a pinboard that highlights some of your best visual content. A lot of big brands, such as L.L. Bean® and Target®, are taking notice of the power of online visual content for marketing and the emotions images elicit in users. Instagram is one platform that has contributed to this movement and enabled real businesses to leverage photos as an inbound marketing mechanism.

## 2: Create A User Generated Pinboard Or Group Board

By enabling other users to contribute their own pins to your brand's pinboards, you open up a great opportunity to involve fans and customers in your marketing. Pick out a few of your top evangelists or customers, and create a board dedicated to their pins. First follow these users, then using the Pinterest interface invite them to the group board. Ask them to pin images that showcase the lifestyle they enjoy because of your brand. This is a great way to leverage customer testimonials in a unique and visual way. Clothing retailer ModCloth uses this tactic in its "Guest Pinner Gallery."

## 3: Host A Contest

Several brands (like AMC Theatres® & Threadless®) have had great success launching contests using Pinterest. Before you jump in, consult Pinterest's terms of use to make sure the contest you're holding doesn't infringe upon its guidelines. Hold a contest that asks users to create a pinboard on their own account to demonstrate what they love about your brand, products or services. Or run your own board contests and sweepstakes through your own account. These promotional activities boost followers—and engagement.

## 4: Add The Pin It Button To Your Website

Make it super easy for website visitors to share your visual content or images on Pinterest by adding a Pin It button to your site. Just like other social media sharing buttons, this will help to expose your brand to a new audience. **But most importantly, this will help with traffic back to your site. As pinners pin and wish to learn more about that pin, they will be sent to your website.**

## 5: Measure & Optimize

At the end of the day, what's going to matter most is how much traffic and how many leads and customers you generate via a specific source. As you start pinning images to Pinterest and add more images over time, watch to see how your traffic is changing.

Does a specific image type or topic generate more traffic than another? In spring of 2013, Pinterest launched a free web analytics tool for users with a verified website. Use the analytics tool to understand what images work and what boards are pulling. Share this with your marketing and sales teams to see what you can optimize to achieve your business goals.

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## 6: Gather Insights About Your Buyers

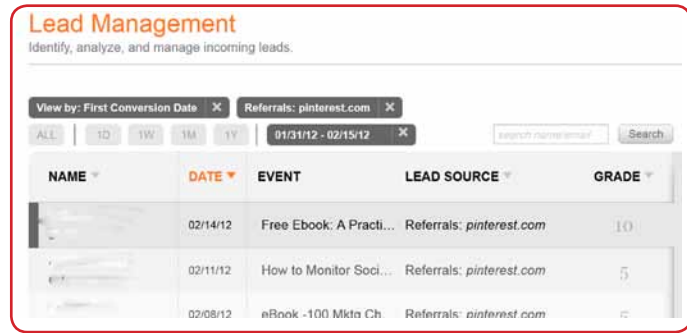
Use Pinterest as a tool for understanding the interests and needs of your ideal customers. View pinboards of your customers to aid in your understanding of who your customers are and what they're interested in.

If you have integrated marketing software that tracks visitors arriving to your website through Pinterest and follows them through the buying cycle, you can spot trends in their behavior and find ways to nurture such leads more successfully. For instance, HubSpot connects referrals to lead data and can tell brands what offer pinners converted on. From there, brands can email new leads and move them down the sales funnel with a custom message.

## 7: Stand Out As A Thought Leader

Become the go-to Pinterest account for pins about a certain subject or topic relating to your industry. For example, because HubSpot is a marketing software company, they could create a pinboard that features awesome visual examples of great online marketing. Or if you're a paper company, you could create a pinboard that features really awesome origami paper creations from around the web.

Minted is a great, real-life example of a paper company that leverages this tactic by creating themed pinboards that show unique ways to use paper, mixed in with other related lifestyle photos, such as in its "Trick or Treat" Halloween board.



## 8: Add Links In The Descriptions Of Your Pins

To increase the likelihood of driving more traffic to your website, add a URL link back to the page on your website where that image lives for every pin. If you are uploading a photo from your desktop or mobile device instead of pinning something live from your website, choose a link from a page on your website that makes sense. Include that URL in the pin description. Full URL links in the description allow users to directly go to the referral content, rather than do a double click through the pin enlargements on Pinterest. Also be sure to add a call-to-action in front of the URL, such as "Learn more at..." or "Purchase at..." Calls-to-action before URLs increase engagement by 80%.<sup>6</sup> That's nothing to sneeze at.

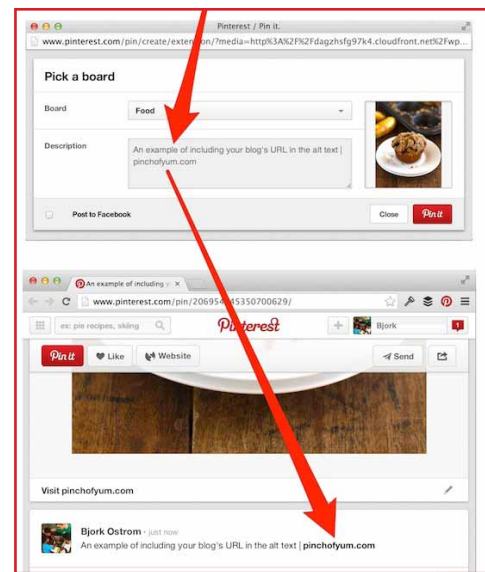


Image Credit: [https://www.foodbloggerpro.com/images/uploads/content/Include\\_your\\_blogs\\_URL\\_in\\_the\\_alt\\_attribute\\_text\\_for\\_pinterest\\_copy.jpg](https://www.foodbloggerpro.com/images/uploads/content/Include_your_blogs_URL_in_the_alt_attribute_text_for_pinterest_copy.jpg)

6: Pinterest: How to Drive More Traffic to Your Site With Pinterest, <http://www.socialmediaexaminer.com/pinterest-how-to-drive-more-traffic-to-your-site-with-pinterest/>

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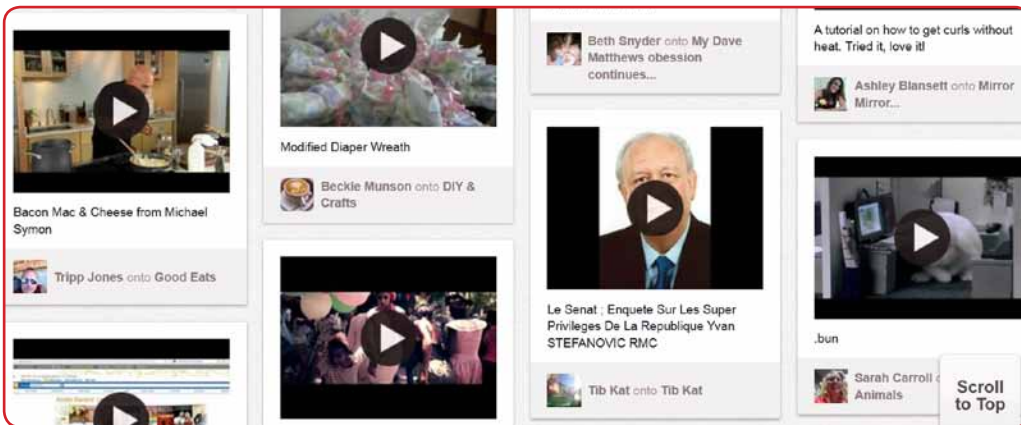




## 9: Create A Video Gallery

Pinners aren't only limited to pinning images, they can pin videos, too! Create a pinboard of some of the interesting videos your business produces interspersed with relevant images.

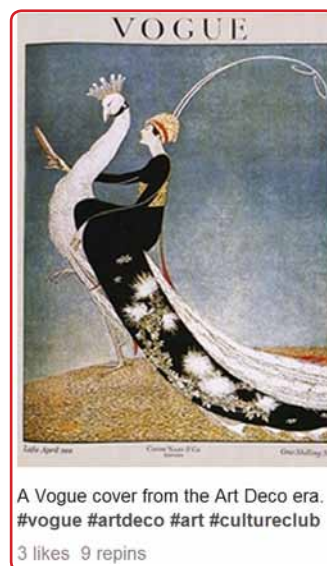
Do executives in your business do a lot of speaking at industry conferences and events? Create a pinboard that features videos of your speakers. Pinterest's homepage has a separate tab for videos, so you will get even more exposure by being featured in that category. Just don't forget to include a call-to-action within the video itself. Tell your viewers what you want them to do next to further engage with you.



## 10: Use #Hashtags

Just like Twitter and Google + , Pinterest supports hashtags.

Users can use hashtags to tag their pins and make their content more search-friendly. Promoting a new campaign of some sort? Create a pinboard around it, and tag it with the hashtag you're also using on Twitter and Google + to leverage an integrated, cross-channel campaign. Club Monaco leverages its Pinterest account for this very purpose, using the #cultureclub hashtag and pinboard to promote a section of its website called Culture Club.



## 11: Feature Offline Events

Create a pinboard that features the best photos and video footage of any annual events you host to help generate buzz and excitement for the next one. For instance, HubSpot has created a "Behind The Scenes" board that features pictures from many events they have hosted.

## 12: Showcase The Personality Of Your Business

As mentioned, Pinterest has a heavy lifestyle focus, so what better opportunity is there to give people a peek into the personality of your brand? Create a pinboard that showcases your employees and life around the office: folks working

together, making products and providing services. Show some of the fun activities your business participates in, such as company outings, parties, award ceremonies, volunteer days, etc. Allowing a glimpse behind the scenes will make your brand relatable, interesting and humanized.

The Today Show, for example, uses one of its pinboards called "Anchor Antics" to reveal the personalities of its stars.

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# Pinterest Best Practices

**Make sure your website URL is on your Pinterest profile.**

This is simple, but very, very important.

**Watermark your images with your URL or logo.**

As they get pinned and shared out in the world, this maintains your visibility and copyright.

**Verify your website.** Go through the process of verifying your URL. The checkmark adds a lot of credibility and people will more likely click on it as they are sure it's yours.

Verified URLs also get the free analytics tool!

**Think vertical.** Taller images are more pinnable.

**Add full URL to the pin description** so pinners can go directly to the content without expanding the pin.

**Add a call-to-action in front of your URL.** It increases engagement by 80%!<sup>7</sup>

"Visit at..."  
"Check it out at..."  
"Learn more at..."  
"Buy it at..."

## A Good Rule of THUMB

(See what we did there?)

Start a Pinterest account with the

### 5+5+2 Rule

**5 Boards**—Things your audience likes

**5 Boards**—Things your audience has a hard time finding

**2 Boards**—Centered on your company or product

### NO BIT.LYS!

A BIT.LY is a shortened URL. Pinners will get a warning when they click on one. Only branded shortened URLs are allowed & have to apply to be "whitelisted." Pinterest wants to protect the community from spammers.

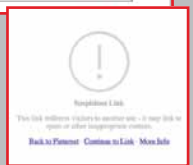


Image Credit:  
<https://marketingland.com>

**Make sure to have lots of images on YOUR site.** People need things to pin.

**Pin at your best times.**

According to Bit Rebels, best time for pinning is 2 p.m.–4 p.m. and 8 p.m.–1 a.m. However slower times might allow you to be more visible because it's less busy!

**Price your product pin.**

Price generates an average of 35% more likes.

**Label the file name of an image descriptively.** Especially the title of the blog post. This helps with SEO & prepopulates the pin description with the correct information.

<sup>7</sup> Pinterest: How to Drive More Traffic to Your Site With Pinterest, <http://www.socialmediaexaminer.com/pinterest-how-to-drive-more-traffic-to-your-site-with-pinterest/>





## Chapter 4

### How B2B Brands Can Leverage Pinterest

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Need B2B inspiration? Visit GE and Hubspot's boards!

# B2B Can Make The Leap To Pinterest By Looking At Their Content Differently

The biggest challenge for B2B companies wanting to use Pinterest as a marketing channel is a lack of visual content. While many B2B companies sell products or services in industries that may not seem super visual, here are some ideas for postable content.

## Review the visual content you already have.

Someone at your last company mixer must have taken a few photos, right? Make a board that showcases your company's culture. Have executive headshots? Create an "executive management" board and include a bio for each person. Hit the archives: pull some early shots and create a timeline board.

## Use strong visuals from blog articles.

Attach or include clear, beautiful images in your blog articles and pin them to your pinboards moving forward. You should be using images in your blog articles anyway! Pin visuals that highlight your written content.

## Include infographics & data charts.

Infographics are very popular and do well on Pinterest. If you have any industry data that you can visualize, do so before someone beats you to it. If you can build a data chart in Excel, you can pin it. And remember to have a clear headline in the image so people know what they are looking at.

## Post ebooks, articles & book covers.

Has your company released an ebook or a white paper recently? Is the cover visually interesting and impactful? Take a screenshot and create a board that's a collection

of your company's "publications." Has someone from your team authored an industry book?

Include it! Take advantage of "Article Pins," which allow you to include an article headline, story description, author and link. This will help you establish thought leadership on Pinterest.

## Showcase customer photos.

Promoting your happy customers is a great way to create a positive sentiment around your brand. Encourage your customers to send you photos (or take photos of them at your next event). Create a board of their smiling faces—even better if they are using your product or service!

## Create a User-Generated Pinboard.

By enabling other users to contribute their own pins to your pinboards, you open up a great opportunity to involve fans and customers in your marketing. Pick out a few of your top customers, and create a board dedicated to their pins.

## Highlight videos and demos.

As mentioned previously, Pinterest is a great place to share video. Does your company have products or services illustrated by demonstrations? Are there how-to videos that your customer base would find helpful? Pinterest can help drive traffic to your own website via video and to your company's YouTube channel.

## Create event & behind-the-scenes boards.

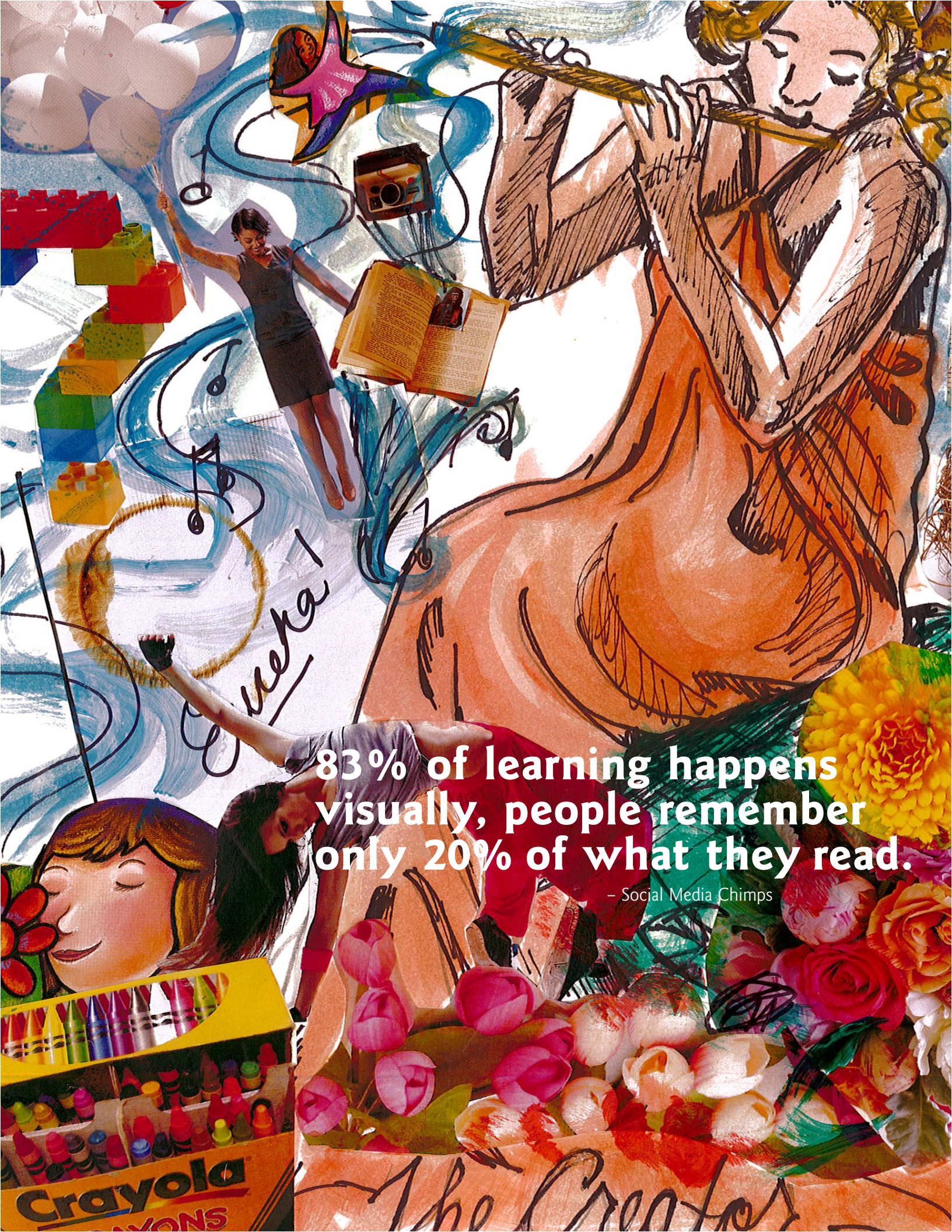
Giving your audience a glimpse into the inner workings of your company is a wonderful way to humanize your business. You may be a B2B but you are, and sell to, human beings. Show employees enjoying the company culture. Featuring them in corporate events offers a richer brand story.

Remember to name your descriptions with more of a call-to-action to give pinner more of a reason to follow you. For example, instead of "Careers at Company X," try "Come Work at Company X!" or "See What It's Like To Work at Company X!"

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**83% of learning happens visually, people remember only 20% of what they read.**

- Social Media Chimps

**Crayola**  
CRAYONS

*The Creator*





## Chapter 5

### What Verticals Are In Pinterest's Sweet Spot

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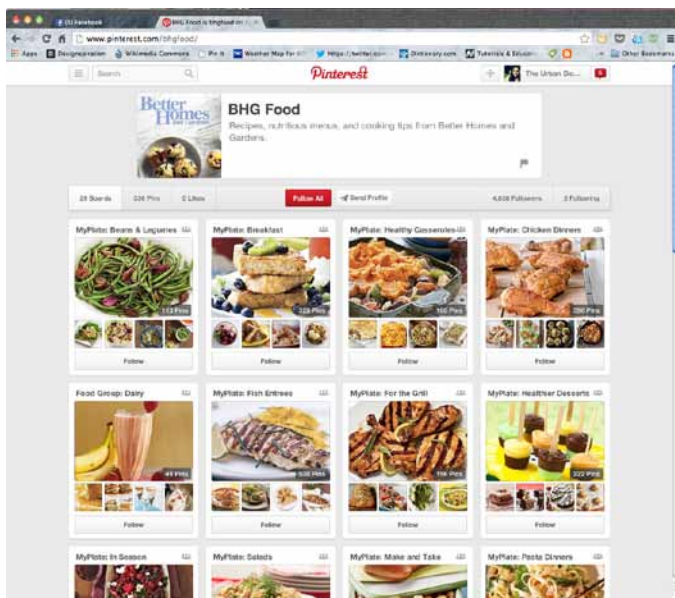


# Food & Retail Reign On Pinterest

Back when Pinterest launched and was gaining momentum, we were staunch believers in that food and beverage brands, chefs and restaurants could find great value being on Pinterest. Even back then, we observed that many were missing a large opportunity, and we published this infographic in 2012. (See right.)

Still supporting our case, current data shows that food is among the most pinned and engaging content on Pinterest. Recently, Unmetric shared a study revealing **3 out of 5 boards with the most repins belonged to food related categories.**

Couple that with our earlier stat that for over 90% of brands, Pinterest still isn't a focus and Pinterest is still the "Untamed West" of social media for food brands. There is a lot of opportunity to get visibility and a community going, if you are willing to take the time and dive in.



**Exponential Potential for Restaurants & Food Brands**

When it comes to top Pinterest interactions, food reigns!

24,827,000 Pinterest users  
1.8% of Pinterest users pin to food boards

**Most repinable food words:**  
chicken minutes recipe bake cake cheese cut bottle step mix favorite top pour ingredients best baking chocolate butter

**Pinterest's 1-2-Punch!**

- It's Traffic-Driving:**
  - Google W: Every pin is considered an inbound link. More views = more value!
  - Pinterest to Allrecipes.com traffic increased 16%.
  - Kraft recipe sites captured additional 4% share of Pinterest outbound traffic.
- And Behavior-Influencing:**
  - 25% of consumers who reported purchasing a product after discovering it on Pinterest.
  - 37% of consumers who reported purchasing a product after discovering it on Pinterest.
  - 17% of consumers who reported purchasing a product after discovering it on Pinterest.

**Connecting the Pinterest Consumer Dots**

Average minutes per visit to:  
Pinterest.com: 9.9  
Typical Newspaper Site: 3.9

**HH Income (U.S.) of Pinterest users:**

62.5% of Pinterest users like to dine out  
53.89% of consumers who reported purchasing a product after discovering it on Pinterest.

**Hot Tip!** Pin leading to a top 100 Pinterest board results in 2.5x more than general content.

**Restaurant & Food Brand Boards to Inspire**

- Whole Foods Market:** A combination of pictures that showcase their brand essence from healthy to cooking to boards, to green eating or sustainable cause boards you can find from here, along or bring some.
- Wynn Restaurant & Brewery:** There are great things that there are great reasons about how right we'll need to know of when the challenge and experience all about in this spot.
- Willy & Wally:** Great ideas for food brands to share. Bringing brand photos and social media boards with some extra things like special offers boards for the video very well.
- Moco Restaurant:** Moco Restaurant presents a beautiful display of the restaurant and could share of party, show walking in the back area and the way to the food. You can find menu items, ingredients, and wedding and event tips.
- Starbucks:** Inspiration in the company or general in the choice of brand. One board share has to make perfect coffee or home while others show the products, ingredients, coffee, breakfast and morning options.
- Harry Caray's:** Delicious food, great photos, great dipping, and the way to get to see and do. They are all about food and experience here, and you'll see the place there, the way of many of the ingredients for their dishes.
- Art Restaurant:** A great balance of menu items to taste and experience and Seattle things to see and do. They are all about food and experience here, and you'll see the place there, the way of many of the ingredients for their dishes.
- Sushi Samba:** How their brand image connects to their social media. Not only they show that own food inspiration from their boards, but they have their food with images and good-looking food photos.
- Jimmy John's:** An excellent example of bringing a brand to the through pinning. You have the recipe based using different food items, eggs, and ingredients, customer photos and ratings, customer. All very easy to copy.

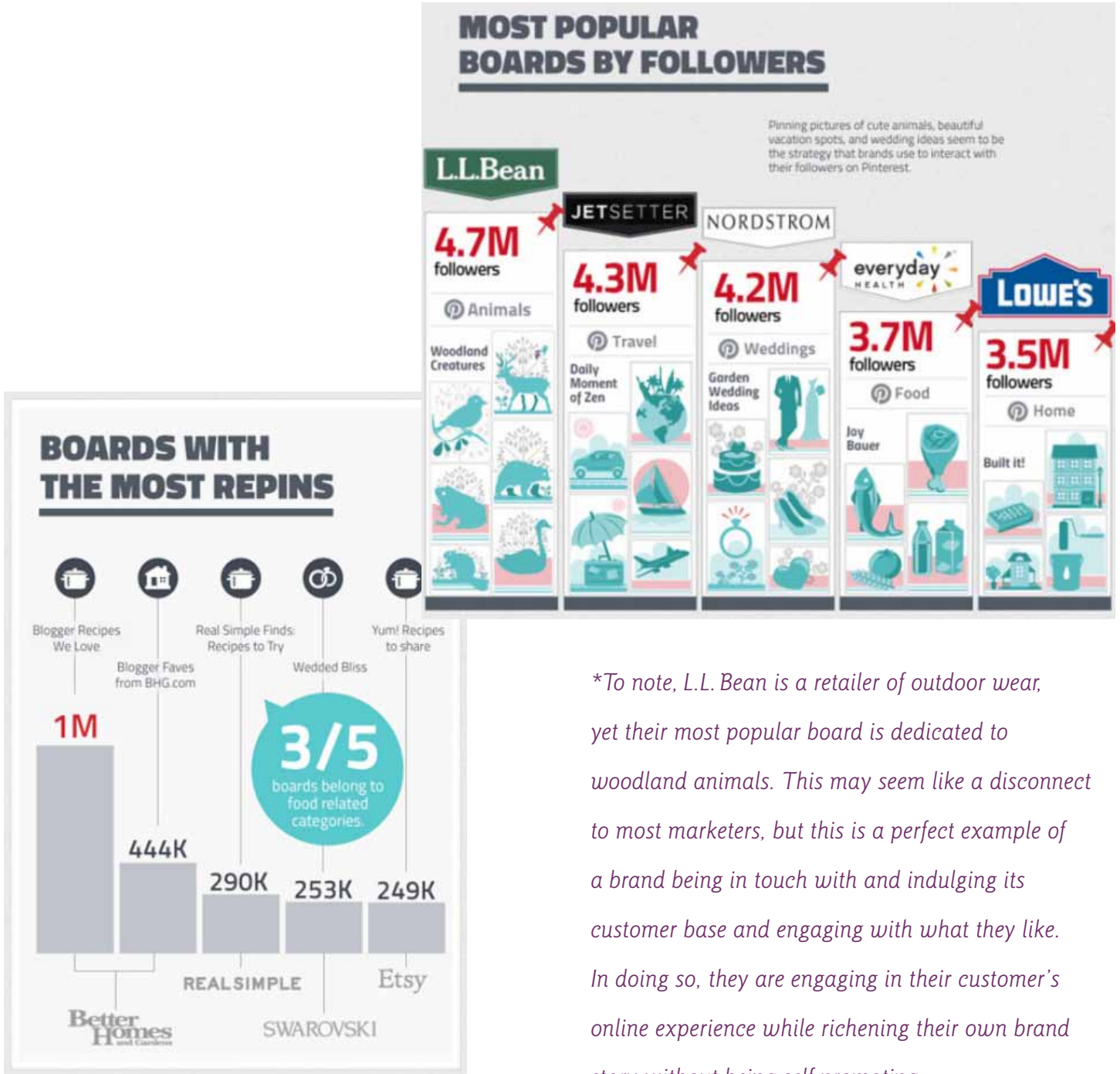
**Chef Pin-Ups** Here's who's in the game & making an impact.

- Paula Deen** 115,882 followers
- Martha Stewart** 107,356 followers
- Heidi Swanson** 25,561 followers
- Giada De Laurentiis** 21,530 followers
- David Tebet** 6,489 followers
- Jaden Hair** 3,055 followers
- Emerit Lagasse** 2,899 followers
- Jamie Oliver** 1,148 followers
- Wolfgang Puck** 1,099 followers
- Mario Batali** 1,073 followers

For full view of infographic, [click here.](#)



Unmetric uncovered a lot of great nuggets in their recent study. The resounding take away is, if you are in retail, food, travel or the wedding business, you better create some Pinterest boards STAT. (For the full Unmetric overview, [click here.](#))



*\*To note, L.L. Bean is a retailer of outdoor wear, yet their most popular board is dedicated to woodland animals. This may seem like a disconnect to most marketers, but this is a perfect example of a brand being in touch with and indulging its customer base and engaging with what they like. In doing so, they are engaging in their customer's online experience while richening their own brand story without being self-promoting.*

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## Chapter 6

Pinterest: Who's Doing It Right? Success Stories

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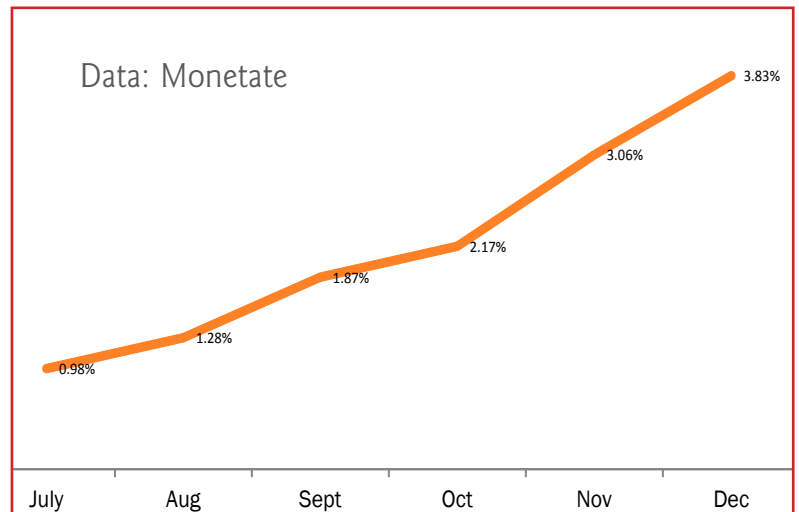


# Lifestyle, Food & Retail Brands Dominate, But There's Room For Everybody

Data from Monetate shows that referral traffic from Pinterest to the websites of 5 specialty apparel retailers jumped 389% from July to December 2011.<sup>8</sup> Based on this data, it's not surprising that many Pinterest early adopters have been lifestyle brands like home goods retailers West Elm and Real Simple Magazine.

However, tech brands like Mashable and The Next Web, as well as design network Behance have quickly seen the benefits, too. For these brands, Pinterest's knack for allowing an interesting, visual way of categorizing information is likely the draw. So whether your brand is based on fashion or you're just trying to show your followers what your brand is all about, Pinterest offers a great medium to connect with your audience. The brands that have been successful aren't just enabling users to pin content, they're getting in on the pinning themselves.

While Pinterest is still young and its true ROI remains to be seen, here are examples of brands who are already using Pinterest well, by engaging fans in a meaningful way that gets them to react, share and even converts them to buyers.



<sup>8</sup>: Is Pinterest the Next Social Commerce Game Changer?, <http://monetate.com/infographic/is-pinterest-the-next-social-commerce-game-changer/#axzz1mO8hijQ2>

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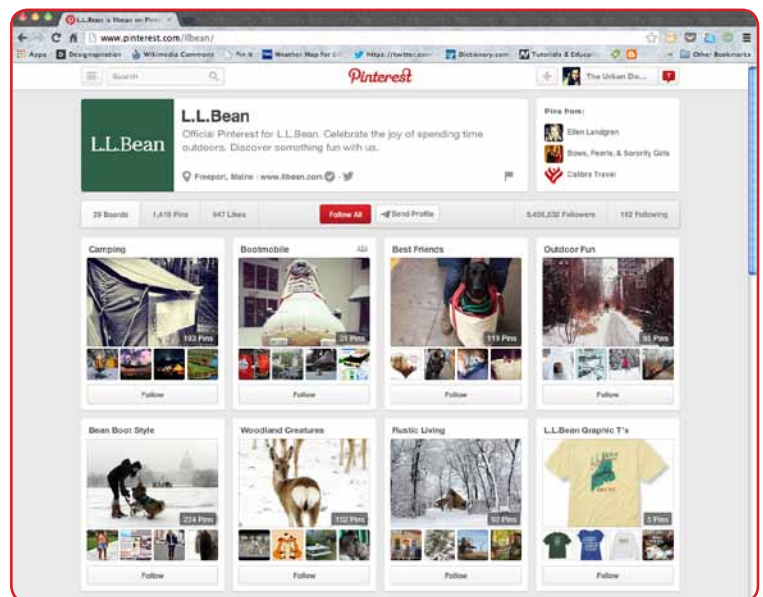


# SUCCESS STORY: L.L. BEAN®

L.L. Bean is a legacy retailer of outdoor wear and gear, established as a catalog but eventually moving online and to brick and mortar stores.

## What they're doing right:

The L.L. Bean Pinterest page is pretty much its brand come to life. The company features boards from their most popular “woodland creatures” to “boot styles” from pinned content from all over the internet. You will notice that only a few boards tout L.L. Bean products. Most of the boards entice and engage brand loyalists who love outdoor living. The headline invites followers to “Discover something fun with us.” The boards do indeed deliver that. L.L. Bean is a perfect example of “not pushing their wares” as much as engaging their customer base. They make their brand essence relevant to their consumers’ lives on an emotional, delightful level.



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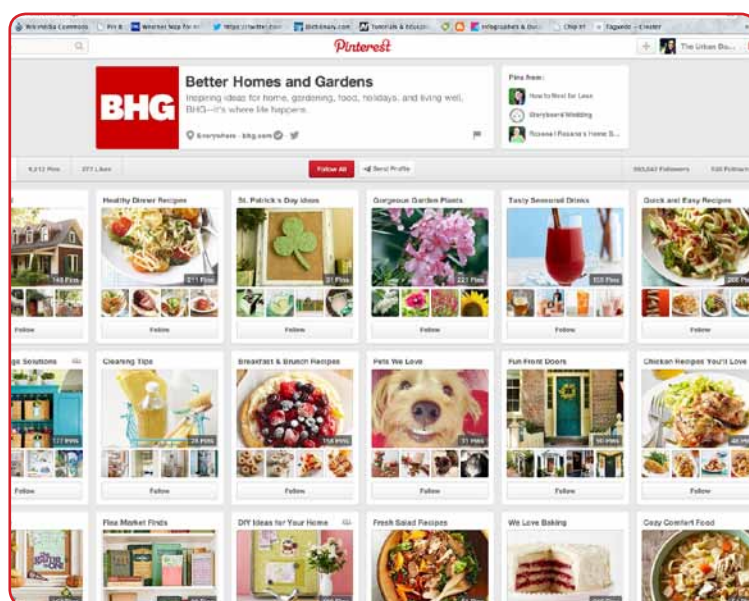


# SUCCESS STORY: BETTER HOMES & GARDENS®

Better Homes & Gardens is a long standing food, garden and lifestyle magazine. They are now referred to often as just BHG.

## What they're doing right:

To start BHG has a TON of content, and seems to be always curating more. The BHG food board and the blogger boards are by far the most successful. The food blogger board is successful in part because BHG is supporting blogger engagement by featuring food from that community. This helps the bloggers with traffic and visibility. And in turn BHG gets support and visibility with some powerful influencers, which helps with their follows and repins. BHG encourages collaboration and sharing; they are not proprietary or stingy with their intellectual property. They prove this by having a board devoted to bloggers' twists on BHG ideas. That is pretty magnanimous. The use of group blogger boards helps



to pick up the work load of “pin content from a variety of places, not just from your own site for self promotion” mantra. As most of the subject matter on their account is coming from BHG, the blogger boards (of which there are many) help round out the brand experience, and keep it genuine and rich.

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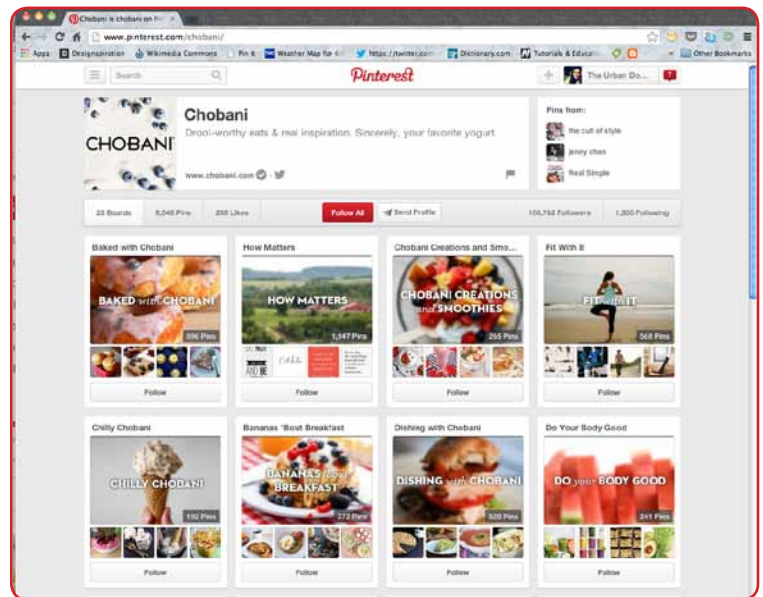


# SUCCESS STORY: CHOBANI®

Why would anyone follow a Greek yogurt brand on Pinterest? Like Facebook and Twitter, it's all about the content you share, not necessarily what you sell.

## What they're doing right:

Chobani's Pinterest page features recipes using yogurt as an ingredient. There's a board called "Nothing but Good," the company's tagline, which only showcases fun and funny pictures that go along with its brand image; there's no yogurt to be seen. In this way, Chobani is embracing the main goal of Pinterest—to focus on the concept of a person's lifestyle and encouraging users to share their tastes and interests with others and discover those of like-minded people. In other words, by promoting the lifestyle its products promote, Chobani is using Pinterest to enable people to learn more about the Chobani brand behind the product. We also like what they are doing to the main board photos. They are creating their own graphic with type, in a clean and nice design with great headlines to explain what each board is about. When all the boards are seen together, the result is a clean and cohesive experience. This stands out among the visual chaos of most Pinterest accounts. It's very inviting.



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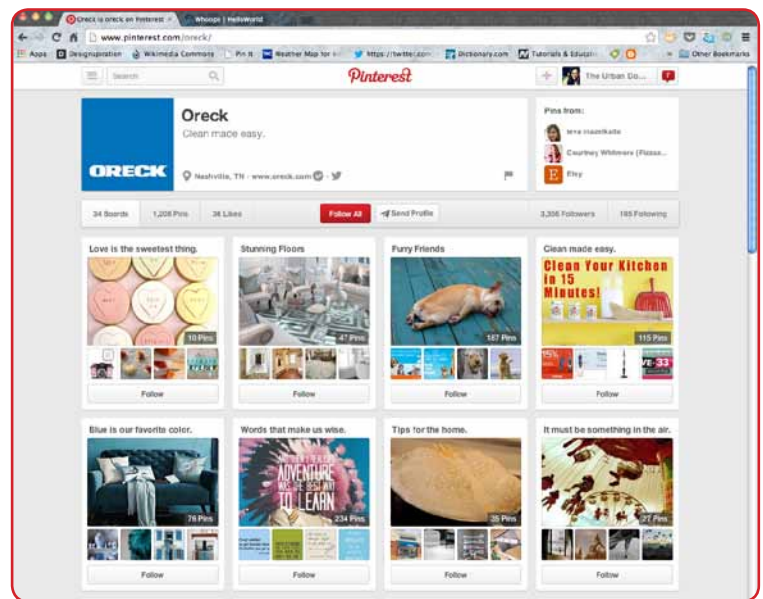


# SUCCESS STORY: ORECK®

Sure, Oreck may be an industrial-type product, with perhaps not a lot of visual fodder to leverage on Pinterest. Nor a brand you would typically think of following on a social media site. Well, let's see how Oreck proves us wrong on both counts.

## What they're doing right:

Oreck makes you forget that a vacuum cleaner brand is behind the pinboards you're looking at. For example, the "Furry Friends" board features uber-cuteness with all tails and paws, while subtly supporting its promise of happy, hairy pets and super clean floors. Oreck has a board just to feature pictures of beautiful flooring styles and layouts. Other boards include general cleaning tips, empowering quotes, recipes and entertaining tips (well, when do you really clean your house?), holiday boards, and even a board dedicated to *air*. This board has lovely pictures, and subtly reinforces the air purifying filters in some of their vacuums. So by taking a product efficacy and turning it into visual beauty, Oreck is using Pinterest to its biggest potential.



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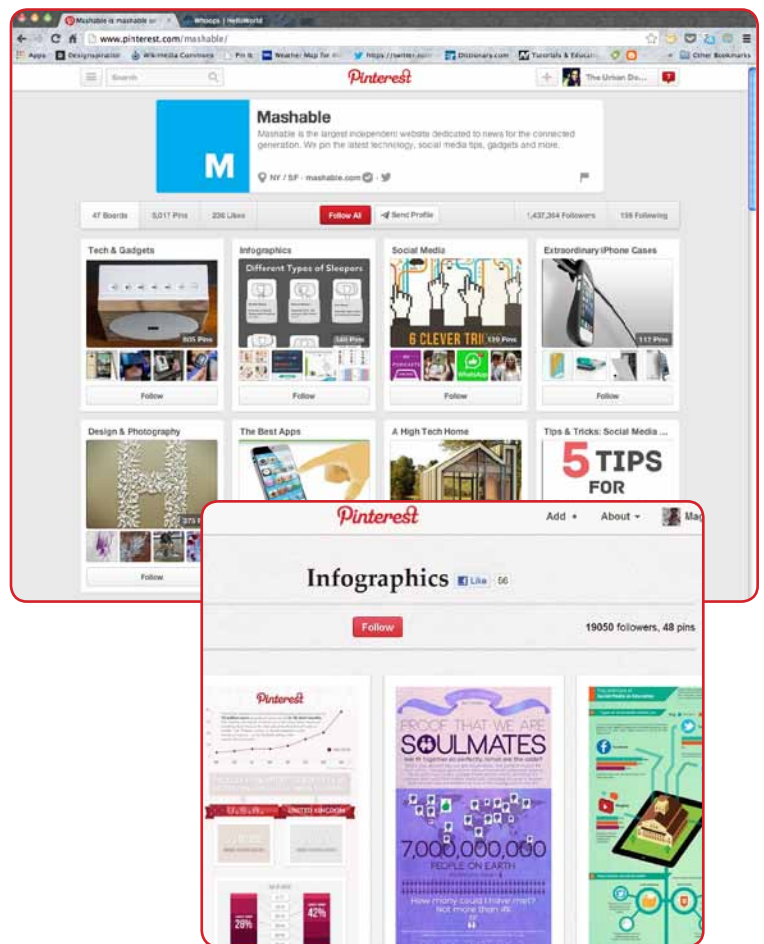


# SUCCESS STORY: MASHABLE®

Mashable is the largest independent news source dedicated to covering digital culture, social media and technology. Pinterest currently has a pretty girly vibe, considering females dominate its user base. But as this tech brand is proving, the overwhelmingly estrogen-charged demographic of this social network could change quickly.

## What they're doing right:

Mashable will be ahead of the curve when the male population gets fully on board with Pinterest. Mashable's Pinterest page showcases the gadgets and infographics the news source is well known for, taking the immense amount of data and information and making it more visual and shareable. Mashable proves that if you are a data-driven company, you have content worthy of being shared.



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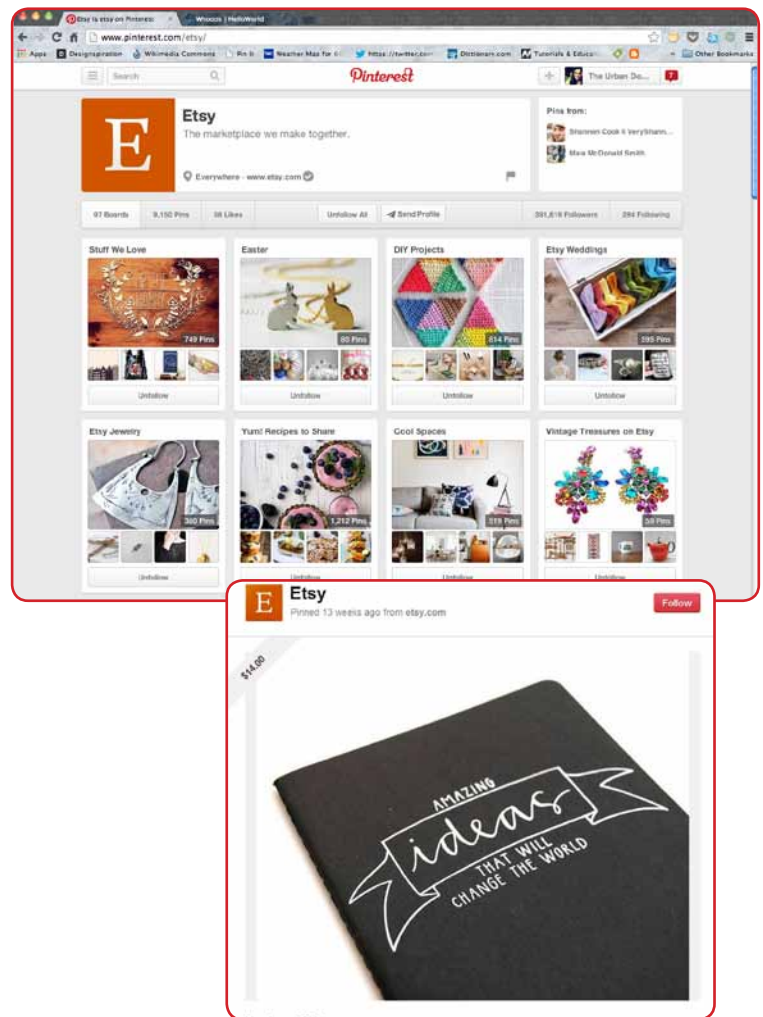
# SUCCESS STORY: ETSY®

With more than 390,000 followers and growing, this online shopping website is one of the most popular on Pinterest.

## What they're doing right:

As a retailer of homemade and vintage goods, Etsy creates pinboards that really showcase the heart of the brand. Boards show followers how they can make their own products, and how to put products in their daily life emphasizing the lifestyle philosophy that Pinterest promotes.

Not sure what to buy for an upcoming holiday? Don't worry, Etsy has pins organized to give followers tons of ideas. Giving customers new ideas for how they can use your products will give them more reasons and incentives to buy from you. Finally, they are making great use of their pin real estate by tastefully sharing a price on each retail pin. That should increase click through rates and purchases.



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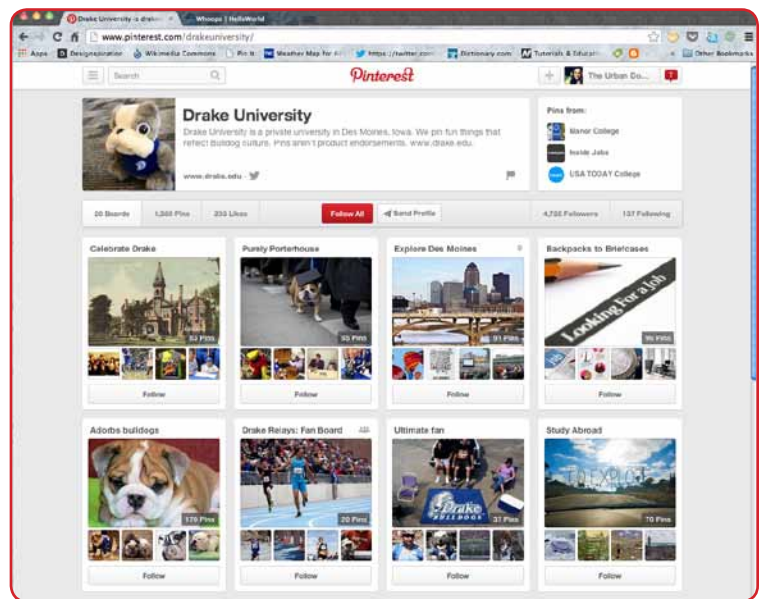
# SUCCESS STORY: DRAKE UNIVERSITY®

Drake was one of the few universities that jumped on the Pinterest bandwagon, and they continue to do a great job. What better way to attract the younger generation to your school's culture and student experience than through social media—and for that matter—Pinterest?

## What they're doing right:

Drake University showcases items its student population is interested in: clothing that matches the school's colors, room décor perfect for the dorm, easy meals in case you run out of “Bulldog Bucks,” study inspirations, job market tips for graduating classes, fan experiences, and even a board completely devoted to its bulldog mascot.

Drake is following Pinterest's lifestyle credo, making its boards specifically about the school and student experience. Potential students can learn a lot about the school with just a few quick glances. Drake makes their Pinterest page personal for their fans.



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# SUCCESS STORY: GENERAL ELECTRIC®

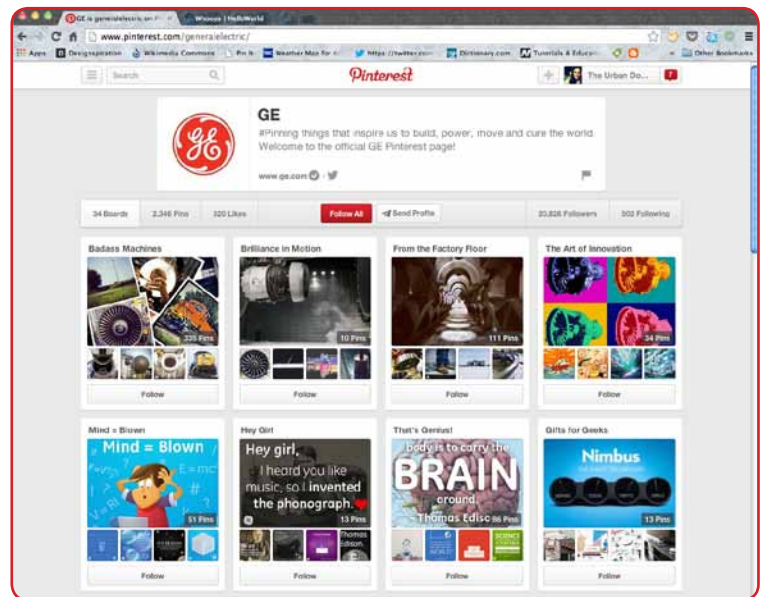
General Electric seems to be all about social media. It seems only natural, as they are a company about invention and imagination. Social is a perfect channel to share those ideas and cultivate that community of technology and creativity.

## What they're doing right:

Not only does GE have a board specifically devoted to the “badass machines” the company works with every day, but it also has an “archive” board that gives a visual history of the company's products through the years. They have boards showcasing mind blowing physics facts, infographics, humor and inspirational quotes. They engage followers who are truly technology-science nerds to the trendy, geeky hipsters of today. This cultivates a wide and deep community of brand advocates.

GE also has an inspiring board where they've posted all the fan photos taken during their #GEInspiredMe campaign,

exemplifying a great use for Pinterest—leveraging and featuring user generated content. As its description says, GE is clearly devoted to “#Pinning things that inspire us to build, power, move and cure the world.”



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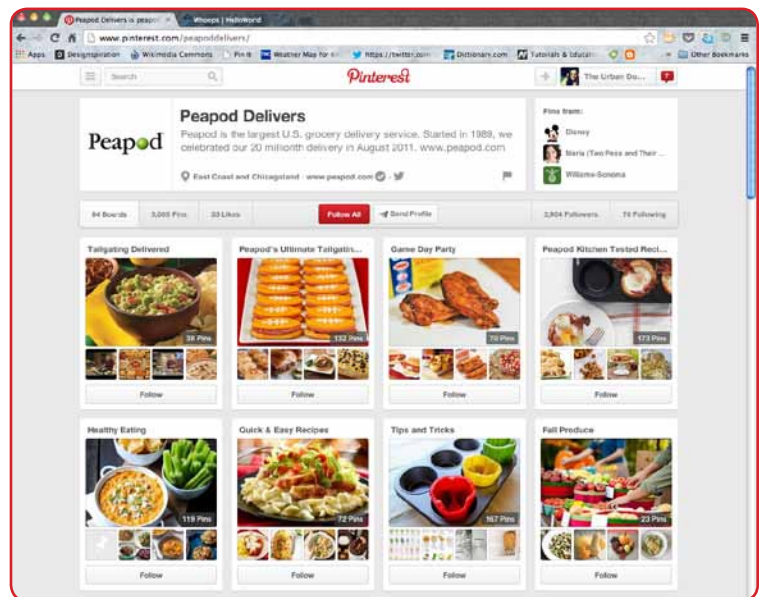


# SUCCESS STORY: PEAPOD®

Peapod is the largest grocery delivery service in the United States. When Peapod launched, there were a few skeptics thinking that many Americans wouldn't trust some faceless stranger to select their produce for them. Peapod's success has proven skeptics wrong. But now, Pinterest has helped put a face and experience behind the grocery delivery company.

## What they're doing right:

Peapod's Pinterest page tells the stories of how food gets to your office/home, what produce is in season and what to make for your next event. The company features a behind-the-scenes board devoted just to Peapod's delivery trucks. Showing the cities the trucks visit and watching the signature green bins loaded are great ways to give customers an inside look into where their groceries are coming from, and the care and attention given. This helps build trust among its customers, and potential customers. It also brings a little transparency to the service by showing where food comes from and how it arrives at its destination.



Peapod goes beyond their own story and delivery process by showing other boards on entertaining tips, recipes and healthy eating. This way Peapod makes the grocery delivery experience not just about what they are delivering to you, but all the wonderful things you now have time to make and do because they deliver it all to you.

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## In Conclusion

With 90% of brands at the end of 2013 still not focusing their social energies on Pinterest, much opportunity remains. Brands that dive into the Pinterest community while following best practices can make a big impact with awareness, engagement and sales. Those brands that find creative ways to show how their products and services fit into the lifestyles of their target audience will succeed. They will start creating, engaging and connecting with an active community. This activity will make their brand vibrant and relevant. Followers will become strong brand ambassadors. And with constant monitoring, curating and tending, Pinterest activity can become a very strong part of a social media (and marketing) plan that helps users meet their business objectives.

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Now, go forth, and make Pinterest part of your social media strategy. Or if you'd like, give us a call—we'd love to help!



# More Reading

## Great Articles On Analytics

<http://www.socialmediaexaminer.com/pinterest-analytics/>

<http://www.dillymarketing.com/pinterest-analytics-how-do-i-actually-use-it/>

<http://www.amyporterfield.com/2013/08/pinterest-analytics/>

## Social To Sale, White Paper

<http://www.visioncritical.com/sites/default/files/pdf/whitepaper-social-to-sale.pdf>

## What Images Work Best On Pinterest

<http://marketingland.com/study-brand-images-without-faces-more-likely-to-get-repin-on-pinterest-46258>  
pinterest infographic

<http://blog.curalate.com/the-perfect-pinterest-pin-how-to-optimize-your-images-for-maximum-engagement-on-pinterest/>

## How Pinterest Stacks Up To Other Social In 2013

<http://readwrite.com/2013/04/17/social-networking-for-marketers-pinterest-crushes-facebook-infographic#awesm = ~ ov7Vgdzq8R5kmU>

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AN Spells AN

AT Spells AT

OX Spells OX

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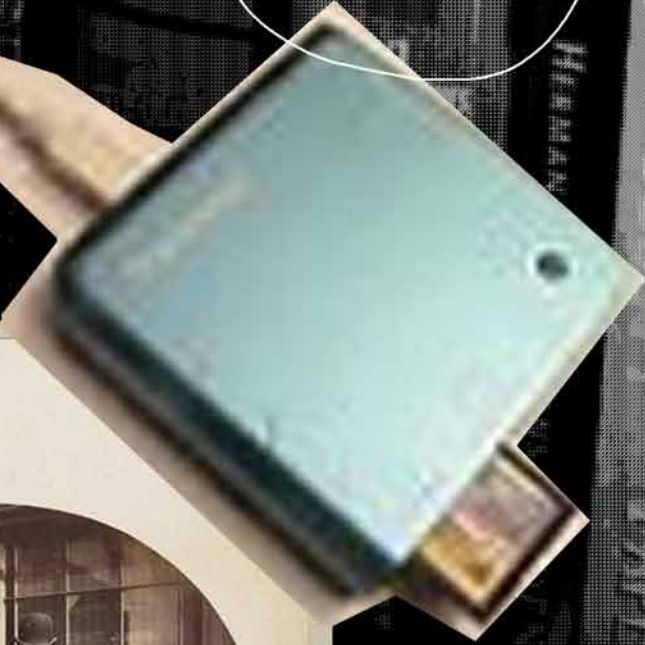
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